

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Monster Cable Products, Inc.		11/23/2010	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	2220 Colorado Avenue		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77794739	SOLO	
CORRESPONDENCE DATA			
Fax Number:	(312)980-0728		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 2:	Attn: Trademark Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.0701		
NAME OF SUBMITTER:	Michael G. Kelber		
Signature:	/Michael G. Kelber/		

900178553

TRADEMARK  
 REEL: 004429 FRAME: 0954

CH \$40.00 77794739

Date:

12/11/2010

Total Attachments: 2

source=ExecutedTMAssignment#page1.tif

source=ExecutedTMAssignment#page2.tif

## TRADEMARK ASSIGNMENT

This assignment is by and between Monster Cable Products, Inc. ("Monster"), ("Assignor"), and Beats Electronics, LLC. ("Beats") (Assignee).

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, including the corresponding U.S. and foreign applications identified in Schedule A (collectively, the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including without limitation the goodwill symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives in the registration and application set forth in Schedule A, and the right to sue and collect damages for past infringement of the Trademarks by any third party.

Monster Cable Products, Inc.

By: 

Name: David Tognotti

Title: General Manager + VP

Date: 23 Nov 2010

Beats Electronics, LLC.

By: 

Name: Susan Fowler

Title: CEO

Date: 11/30/2010

## SCHEDULE A

JURISDICTION	SERIAL NUMBER	APPLICATION DATE
United States	77/794,739	31 July 2009
Peoples Republic of China	8035655	29 January 2010
European Community	008841959	28 January 2010

NGEDOCS: 1736403.1